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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

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Appl. No.: 10/750,451

Confirmation No.: 4989

Appellant/Applicants: Ross KONINGSTEIN, et al.

Filed: December 31, 2003

Title: SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR  
ADVERTISEMENTS

TC/R.U.: 3622

Examiner: Michael Bakerman

Hail Stop Appeal Brief-Patents  
Commissioner for Patents  
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S I R:

APPEAL BRIEF

Further to the Notice of Appeal filed on September 9, 2010, which set a period for response to expire on November 9, 2010, that period being extended two (2) months to expire on January 9, 2011, the appellant requests that the Board reverse all outstanding grounds of rejection in view of the following.

PAGE 6/79 \* RCVD AT 1/10/2011 6:01:02 PM [Eastern Standard Time] \* SVR:USPTO-EFXRF-6/33 \* DNIS:2738300 \* CSID:17329361401 \* DURATION (mm-ss):08-18

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I. Real Party in Interest

The real party in interest is Google, Inc. An assignment of the above-referenced patent application from the inventors to Google, Inc. was recorded in the Patent Office starting at Page 0484 of Reel 018137.

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## II. Related Appeals and Interference

An Appeal Brief was filed by the appellant with the U.S. Patent and Trademark Office on June 25, 2007 in connection with the present application. After the Appeal Brief was filed, the Examiner cited a new ground of rejection in the Examiner's Answer dated December 3, 2008. In response to the new ground of rejection, the appellant elected to reopen prosecution of the present application in accordance with 37 C.F.R. § 41.36(b) (1).

**III. Status of Claims**

Claims 1, 2, 5-15, 18-39, 42, 43, 46-56, 59-84 and 86-88 are pending.

Claims 3, 4, 16, 17, 40, 41, 44, 45, 57, 58 and 85 have been canceled.

Claims 1, 2, 5-15, 18-39, 42, 43, 46-56, 59-84, and 86-88 are rejected. Specifically, claims 1, 6-10, 14, 19-23, 27, 30, 32-36, 42, 47-51, 53, 60-64, 68, 71, 73-77, 81-84 and 86-88 stand rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent Application Publication No. 2003/0055816 ("the Paine publication"). Claims 2, 11, 15, 24, 28, 29, 37, 43, 52, 56, 65, 69, 70 and 78 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over the Paine publication. Claims 5, 18, 31, 46, 59 and 72 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over the Paine publication in view of U.S. Patent Application Publication No. 2002/0052894 ("the Bourdencle publication"). Claims 12, 13, 25, 26, 36, 39, 53, 54, 66, 67, 79 and 80 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over the Paine publication in view of U.S. Patent Application Publication No. 2001/0052000 ("the Giacalone publication").

The foregoing rejections of claims 1, 2, 5-15, 18-39, 42, 43, 46-56, 59-84, and 86-88 are appealed.

**IV. Statue of Amendments**

There have been no amendments subsequent to the  
final Office Action dated June 9, 2010 (Paper No.  
20100527).

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V. Summary of the Claimed Subject Matter

Independent claim 1 claims a computer-implemented method for determining one or more ad targeting keywords, the computer-implemented method comprising:

- (a) accepting, with a computer system including a plurality of networked computers, a category (This is supported, for example, by elements 450 and 460 of Figure 4, 610 of Figure 6, and the description on page 19, lines 15 and 16, page 21, line 23, and page 24, lines 3-19.), (b) looking up, with the computer system, one or more keywords using the accepted category and a previously stored association of a plurality of categories and keywords (This is supported, for example, by elements 460, 350, and 455 of Figure 4, 620 of Figure 6, and the description on page 19, lines 15-13 and page 21, lines 24 and 25.),
- (c) storing, with the computer system, at least some of the one or more keywords as one or more ad targeting keywords of an advertisement (This is supported, for example, by 650 of Figure 6 and the description on page 19, lines 19-21 and page 21, line 30 through page 22, line 1.), and
- (d) controlling, with the computer system, a serving of the advertisement using the stored one or more ad targeting keywords, wherein when the advertisement is served with the computer system, presentation of the advertisement to a user is induced (This is supported, for example, by the description on page 13, line 19 through page 15, line 13.).

Independent claim 14 claims a computer-implemented method for determining one or more ad targeting keywords, the computer-implemented method comprising:

(a) accepting, with a computer system including a plurality of networked computers, a category (This is supported, for example, by elements 450 and 460 of Figure 4, 510 of Figure 5, and the description on page 19, lines 15 and 16, page 21, line 23, and page 24, lines 3-19.),

(b) looking up, with the computer system, one or more keywords using the accepted category and a previously stored association of a plurality of categories and keywords (This is supported, for example, by elements 460, 350, and 465 of Figure 4, 620 of Figure 5, and the description on page 19, lines 15-19 and page 21, lines 24 and 25.),

(c) transmitting, with the computer system, the one or more keywords as suggested targeting keywords to induce presentation of the one or more keywords to an advertiser (This is supported, for example, by 650 of Figure 6 and the description on page 19, lines 15-21 and page 21, line 30 through page 22, line 1.),

(d) receiving, with the computer system, advertiser input in response to the suggested targeting keywords (This is supported, for example, by 740 of Figure 7 and the description on page 22, lines 15-18.), and

(e) determining whether or not to store at least some of the one or more keywords as targeting keywords for an advertisement of the advertiser using the received advertiser input (This is



supported, for example, by 750 of Figure 7 and the description at page 22, lines 21-23.)

Independent claim 27 claims a computer-implemented method for generating one or more serving constraints for targeting an ad, the computer-implemented method comprising:

- (a) accepting, with a computer system including a plurality of networked computers, ad information,
- (b) determining, with the computer system, a category using the accepted ad information (These two acts are supported, for example, by 410 and 420 of Figure 6, and the description on page 18, line 20 through page 19, line 13, and page 24, lines 3-19.),
- (c) looking up, with the computer system, one or more keywords using the accepted category and a previously stored association of a plurality of categories and keywords (This is supported, for example, by elements 460, 350, and 465 of Figure 4, 620 of Figure 6, and the description on page 14, lines 3-14, page 19, lines 15-19, page 21, lines 24 and 25 and page 26, lines 16-20.),
- (d) storing, with the computer system, at least some of the one or more keywords as one or more ad targeting keywords of an advertisement (This is supported, for example, by 630 of Figure 6 and the description on page 19, lines 19-21 and page 21, line 30 through page 22, line 1.), and
- (e) controlling, with the computer system, a serving of the advertisement using the stored one or more ad targeting keywords, wherein when the advertisement is served with the computer system, presentation of

the advertisement to a user is induced (This is supported, for example, by the description on page 13, line 19 through page 15, line 13.).

Independent claim 42 claims an apparatus for determining one or more ad targeting keywords, the apparatus comprising:

- a) an input for accepting a category (This is supported, for example, by elements 215 and 216 of Figure 2, elements 930 and 932 of Figure 9, element 700 of Figure 7, page 11, lines 9-19, page 22, lines 3-24, and page 24, lines 5, 6, and 27-29 of the present application.)
- b) a plurality of networked processors (This is supported, for example, by element 910 of Figure 9 and page 24, lines 3-20 of the present application.);
- c) at least one storage device storing executable instructions which, when executed by the plurality of networked processors, performs a method including (This is supported, for example, by element 920 of Figure 9 and page 24, lines 3-26 of the present application.):

- (1) looking up one or more keywords using the accepted category and a previously stored association of a plurality of categories and keywords (This is supported, for example, by elements 460, 350, and 465 of Figure 9, 620 of Figure 6, and the description on page 19, lines 15-19 and page 21, lines 24 and 25.);
- (2) storing at least some of the keywords as one or more ad targeting keywords of an

advertisement (This is supported, for example, by 650 of Figure 6 and the description on page 19, lines 19-21 and page 21, line 30 through page 22, line 1.), and

(3) controlling a serving of the advertisement using the stored one or more ad targeting keywords, wherein when the advertiser is served, presentation of the advertisement to a user is induced (This is supported, for example, by the description on page 13, line 19 through page 15, line 13.).

Independent claim 55 claims an apparatus for determining one or more ad targeting keywords, the apparatus comprising:

- a) an input for accepting a category (This is supported, for example, by elements 215 and 216 of Figure 6, elements 930 and 932 of Figure 9, element 700 of Figure 7, page 11, lines 5-19, page 22, lines 8-24, and page 24, lines 5, 6, and 27-29 of the present application.)
- b) a plurality of networked processors (This is supported, for example, by element 910 of Figure 9 and page 24, lines 3-20 of the present application.);
- c) at least one storage device storing executable instructions which, when executed by the plurality of networked processors, performs a method including (This is supported, for example, by element 920 of Figure 9 and page 24, lines 3-26 of the present application.):

- (1) locking up one or more keywords using the accepted category and a previously stored association of a plurality of categories and keywords (This is supported, for example, by elements 460, 350, and 465 of Figure 4, 620 of Figure 6, and the description on page 19, lines 15-19 and page 21, lines 24 and 25.)
- (2) transmitting the one or more keywords as suggested targeting keywords to induce presentation of the one or more keywords to an advertiser (This is supported, for example, by 650 of Figure 6 and the description on page 15, lines 19-21 and page 21, line 30 through page 22, line 1.)
- (3) receiving advertiser input in response to the suggested targeting keywords (This is supported, for example, by 740 of Figure 7 and the description on page 22, lines 15-18.), and
- (4) determining whether or not to store at least some of the one or more keywords as targeting keywords for an advertisement of the advertiser using the received advertiser input (This is supported, for example, by 750 of Figure 7 and the description at page 22, lines 21-23.).

Independent claim 68 claims an apparatus for generating one or more keywords as candidates for use as ad targeting keywords, the apparatus comprising:

- a) an input for accepting ad information (this is supported, for example, by elements 215 and 216 of Figure 2, elements 930 and 932 of Figure 9, element

700 of Figure 7, page 11, lines 9-19, page 22, lines 8-24, and page 24, lines 5, 6, and 27-29 of the present application.)

b) a plurality of networked processors (This is supported, for example, by element 910 of Figure 9 and page 24, lines 3-26 of the present application.);

c) at least one storage device storing executable instructions which, when executed by the plurality of networked processors, performs a method including (This is supported, for example, by element 920 of Figure 9 and page 24, lines 3-26 of the present application.):

(1) determining a category using the accepted ad information (This is supported, for example, by 410 and 420 of Figure 4, and the description on page 18, line 20 through page 19, line 13, and page 24, lines 3-15.);

(2) looking up, with the computer system, one or more keywords using the accepted category and a previously stored association of a plurality of categories and keywords (This is supported, for example, by elements 460, 350, and 650 of Figure 4, 620 of Figure 6, and the description on page 14, lines 3-14, page 19, lines 15-19, page 21, lines 24 and 25 and page 26, lines 16-20.);

(3) storing, with the computer system, at least one of the one or more keywords as one or more ad targeting keywords of an advertisement (This is supported, for example, by 650 of Figure 6

and the description on page 19, lines 19-21 and page 21, line 30 through page 22, line 1.), and (d) controlling, with the computer system, a serving of the advertisement using the stored one or more ad targeting keywords, wherein when the advertisement is served with the computer system, presentation of the advertisement to a user is induced (This is supported, for example, by the description on page 13, line 13 through page 15, line 13.).

Independent claim 84 claims a computer-implemented method comprising:

- (a) accepting, with a computer system including a plurality of networked computers, ad information,
- (b) determining, with the computer system, one or more categories using the accepted ad information (These two acts are supported, for example, by 410 and 420 of Figure 4, and the description on page 18, line 26 through page 19, line 13, and page 24, lines 3-13.), (c) transmitting, with the computer system, at least one of the one or more categories determined to induce presentation of the at least one of the one or more categories to an advertiser, and
- (d) receiving, with the computer system, advertiser feedback with respect to the presented one or more categories (These two acts are supported, for example, by element 720 of Figure 7, and the description on page 13, line 27 through page 19, line 1, and page 22, lines 11-15.), wherein each of the one or more categories is specifically

associated with one or more keywords in a data structure stored on the computer system (this is supported, for example, by elements 350, including 352 and 354, of figure 3 and the description on page 19, lines 17-19.).

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**VI. Grounds of Rejection to be Reviewed on Appeal**

The issues presented for review are whether:

- (1) separately patentable and argued groups of claims 1, 6-10, 14, 19-23, 27, 30, 32-39, 42, 47-51, 55, 60-64, 66, 71, 73-77, 81-84 and 86-88 are anticipated by the Paine publication;
- (2) separately patentable and argued groups of claims 2, 11, 15, 24, 28, 29, 37, 43, 52, 56, 65, 69, 70 and 78 are unpatentable over the Paine publication;
- (3) claims 5, 18, 31, 46, 55, and 72 are unpatentable over the Paine publication in view of the Bourdoncle publication; and
- (4) claims 12, 13, 25, 26, 39, 39, 53, 54, 66, 67, 79 and 80 are unpatentable over the Paine publication in view of the Glacalone publication.



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VII. Argument

The appellant respectfully requests that the Board reverse the final rejections of claims 1, 2, 5-15, 18-39, 42, 43, 46-56, 59-86 and 86-88 in view of the following.

Rejections under 35 U.S.C. § 102

Claims 1, 6-10, 14, 19-23, 32-36, 47-51, 55, 60-64, 68, 71, 73-77, 81-84 and 86-88 stand rejected under 35 C.S.C. § 102(e) as being anticipated by the Paine publication. The appellant respectfully requests that the Board withdraw this ground of rejection in view of the following.

Various patentable features of the claimed invention will be described below with respect to separate groups of claims. The Paine publication provides a tool for finding good search terms for an advertiser's Website while removing bad ones (See, e.g., paragraph [0012]). Although embodiments consistent with the claimed invention concern determining one or more keywords (or some other serving constraints which may be used for ad targeting), there are significant, and patentable, differences between how the Paine publication and the claimed invention determine keywords or search terms.

The Paine Publication

The Paine publication makes search term recommendations by (1) looking for good search terms directly on an advertiser's Website (referred to as "spidering"), and/or (11) comparing an advertiser to other, similar, advertisers and recommending the search

terms those other advertisers have chosen (referred to as "collaborative filtering"). In at least one embodiment, the output of the spidering step is used as input to the collaborative filtering step. (See, e.g., paragraph [033].) These techniques are discussed with reference to Figures 10-20 of the Paine publication.

#### ***Spidering in the Paine Publication***

Spidering is a known technology for downloading a website rooted at a uniform resource locator (URL). Specifically, a home page of the website specified by the URL is downloaded and scanned for hyperlinks to other pages, which are similarly downloaded and scanned until the program reaches a predefined link depth, downloads a predetermined number of pages, or reaches some other stopping criterion. (See, e.g., paragraph [0096].)

Search terms may be determined from this spidering.

The search terms may be scored using two factors -- (i) how common a search term is on the World Wide Web, and (ii) how often users search for it. The search terms may then be sorted by either the score quality or by the number of times they have occurred in the downloaded pages. (See, e.g., paragraph [0097].)

As can be appreciated from the foregoing, determining search term recommendations from spidering simply uses terms found in the advertiser's website, but not "categories".

#### ***Collaborative Filtering in the Paine Publication***

Generally, collaborative filtering is used to make recommendations based on user similarity. In the case of the Paine publication, collaborative filtering is used to

make recommendations based on advertiser similarity in terms of search terms that they have used for their ads. More specifically, the Paine publication computes the Pearson correlation between a new advertiser and all of the existing advertisers using a numeric rating (e.g., 0 to 5) assigned to each entry in an advertiser/term table. An existing advertiser might get a rating of 5 for every term that it has bid on and a rating of UNKNOWN for every other term. The new advertiser (to which recommendations are to be made) might get a rating of 5 for terms it has accepted, a 1 for terms that it has rejected, and a 2 for every other term. (See, e.g., paragraph [0102].)

Once the collaborative filter has computed the correlation between the new advertiser and the existing advertisers (that is, how similar the new advertiser is to various existing advertisers), the collaborative filter predicts how likely it is that each term is a good search term for the new advertiser. (See, e.g., paragraph [0104].)

As can be appreciated from the foregoing, determining search term recommendations from search terms used by other advertisers using collaborative filtering does not use "categories."

#### **Combining Spidering and Collaborative Filtering in the Paine Publication**

Spidering and collaborative filtering may be used in combination. For example, spidering may provide recommended search terms which a new advertiser may accept or reject. Given such an initial list of accepted and rejected search terms (which may have ratings based on whether or not the terms were accepted or rejected),

collaborative filtering may be used to provide an updated list of search terms which may be accepted or rejected by the new advertiser. Collaborative filtering may be run repeatedly based on the latest list of accepted or rejected search terms until the user is satisfied. (See, e.g., paragraphs [0107]-[0112] and Figure 10.)

As can be appreciated from the foregoing, determining search term recommendations using a combination of spidering and collaborative filtering does not use "categories."

#### ***The Examiner's Interpretation of the Paine Patent***

The Examiner is apparently interpreting (1) accepting at least one category as reading on accepting the "spidering" results in the Paine publication, and (2) determining one or more keywords from using the accepted at least one category as reading on using the "spidering" results to get "collaborative filtering" results in the Paine publication. To reach this conclusion, the Examiner is interpreting "category" to include search terms and keywords. However, in exemplary embodiments consistent with the present invention, each of a number of categories is associated with one or more keywords. Consequently, a category can be used to lookup one or more keywords. As one example, Figure 3 of the present application includes an index 350 in which a category 352 can be used as a key to obtain associated keywords 354.

The appellant continues to disagree with the Examiner's interpretation of "category". The ordinary meaning of category is a defined class in a classification system. In the context of the Internet and e-commerce, those skilled in the art appreciate that

categories typically pertain to product and service categories. For example, the website Amazon.com includes product categories including Books, Music, DVD, VHS, Magazines & Newspapers, Computer & Video Games, Software, Electronics, Audio & Video, Camera & Photo, Cell Phones & Service, Computers, Office Products, Musical Instruments, Home & Garden, Automotive, Bed & Bath, Furniture & Decor, Gourmet Food, Kitchen & Housewares, Outdoor Living, Pet Supplies, Tools & Hardware, Apparel & Accessories, Shoes, Jewelry & Watches, Beauty, Health & Personal Care, Sports & Outdoors, Toys & Games and Baby.

The use of the term "category" in the specification is consistent with the ordinary meaning of category and its meaning in the context of e-commerce. For example, in the illustrative example provided in § 4.3 of the specification, it is described that:

Category determinations operations 410 may determine various, possibly relevant, categories (and possibly sub-categories) such as:

automobiles -  
computers - operating systems -  
music - popular music -  
music - musical instruments -  
animals - mammals - felines -  
movies - foreign films -  
travel - resorts -  
sports & recreation - snorkeling - scuba -  
sports & recreation - football -  
pets - fish

Page 25, lines 13-26. Embodiments consistent with the present invention use associations between categories and keywords to suggest appropriate keywords. Using categories allows the suggestion of irrelevant keywords

(that might occur due to the fact that some words, like "Jaguar" for example, can have multiple meanings), to be avoided.

On the other hand, although the Paine publication also recommends or suggests search terms used when serving ads, it does not use *categories* as claimed. Rather, it uses spidering (which uses keywords found on a website -- not categories) and/or collaborative filtering (which uses keywords from other advertisers considered to be similar to the new advertiser, not categories, based on their use of common keywords) as described above.

The Examiner uses the fact that "automobile" is used as an example of a search term in the Paine publication and a category in the present application in an attempt to prove that search terms and keywords are the same as categories. *However, the fact that a particular term might be used as a label representing a category does not mean that the same term, when used as a search term, represents a category.* Thus, the appellant respectfully submits that the rejection rests on an improper interpretation of "category" -- one that violates *Phillips v. AMH Corp.*, 75 F.3d 1321 (Fed. Cir. City 12, 2005) (en banc) (referred to as "*Phillips v. AMH*" below). That is, when interpreting the term "category," the Examiner improperly ignores the specification as it would be interpreted by one of ordinary skill in the art. In *Phillips v. AMH*, the Court of Appeals for the Federal Circuit ("the CAFC") stated:

the specification "is always highly relevant to the claim construction analysis. Usually, it is dispositive; it is the single best

guide to the meaning of a disputed term."

Id., at 1327, quoting from Vitronics Corp. v. Concepcion, Inc., 90 F.3d 1576, 1582 (Fed. Cir. 1996).

#### **Patentable Features of the Claimed Invention**

Having introduced the Paine publication, various patentable features of the claimed invention are discussed.

As an initial matter, the Examiner alleges that the claimed category reads on a "word." In the Examiner's answer, the Examiner uses the fact that "automobile" is used as an example of a search term in the Paine publication and a category in the present application in an attempt to prove that search terms and keywords are the same as categories. However, the fact that a particular term might be used as a label representing a category does not mean that the same term, when used as a search term, represents a category. Specifically, the Examiner's argument is apparently that since certain words might sometimes be a label representing a category, a word is inherently a category. This is clearly improper under the well-established case law which requires that an anticipatory inherent feature or result be consistent, necessary and inevitable, not merely possible or probable. (See, e.g., Transclean Corp. v. Bridgwood Services, Inc., 62 U.S.F.Q.2d 1855 (Fed. Cir. 2002); See also, Eli Lilly & Co. v. Barr Laboratories, Inc., 58 U.S.F.Q.2d 1855 (Fed. Cir. 2001), cert. denied, 122 S.Ct. 513 (2002).) That is, the Examiner's allegation that a particular word might be used as a label representing a category constitutes, at best, a

possible result (not a consistent, necessary, or inevitable result) under the applicable case law. A possible (or accidental) result does not constitute an anticipation.

The Examiner also argues that the Appellant's specification uses "category" and "keyword" interchangeably to perform the same functions, and as an example cites that keywords can be used to lookup categories and categories can be used to lookup keywords. The appellant respectfully disagrees for reasons set forth below. In addition, the facts that (1) keywords can be used to lookup categories, and (2) categories can be used to lookup keywords does not make them equivalent. For example, a keyword can "belong to" one more categories, and a category may "include" one or more keywords. These are clearly different relationships.

The Examiner also alleges that the appellant never specifically defines category. However, a specific definition is not required. In any event, as discussed above, the term "category" has an established definition in the art of electronic advertising and electronic commerce, and examples, consistent with this well-established meaning, are provided in the specification. Thus, the Examiner's interpretation of "categories" is inconsistent with both (1) the interpretation that one of ordinary skill in the art would have used and (2) the specification, and is therefore improper. (See MPEP 2111.)

To summarize, the claimed "categories" cannot be properly characterized as "keywords".

**Group I: Claims 1, 14, 42 and 55**



Independent claims 1, 14, 42 and 53 are not anticipated by the Paine publication because the Paine publication does not teach an act of (or means for) **looking up one or more keywords using a category**. First, a category does not read on the keywords of the Paine publication. Further, regardless of whether or not a "category" reads on the keywords returned by spidering in the Paine publication as alleged by the Examiner, these alleged categories are not used to "look up" keywords. To reiterate, the Paine publication computes the Pearson correlation between a new advertiser and all of the existing advertisers using a numeric rating (e.g., 3 to 5) assigned to each entry in an advertiser/team (apparently, the Examiner interprets "team" as being read on by "category") table. An existing advertiser might get a rating of 5 for every term that it has bid on and a rating of UNKNOWN for every other term. The new advertiser (to which recommendations are to be made) might get a rating of 5 for terms it has accepted, a 1 for terms that it has rejected, and a 2 for every other term. (See, e.g., paragraph [0132].) Once the collaborative filter has computed the correlation between the new advertiser and the existing advertisers (that is, how similar the new advertiser is to various existing advertisers), the collaborative filter predicts how likely it is that each term is a good search term for the new advertiser. (See, e.g., paragraph [0164].) This collaborative filtering process to get terms (alleged to be keywords) used by other advertisers from existing terms (alleged to be categories) is not using a category to lookup one or more keywords. Accordingly, Independent

claims 1, 14, 42 and 55 are not anticipated by the Paine publication for at least this reason.

Furthermore, the Examiner had argued that "looking up" is a broad term and that the Paine publication uses a word to look up other words. (See Examiner's answer dated December 9, 2008, page 11.) The appellant respectfully disagrees.

First, "looking up" has a well-established meaning in the art (a function in which a previously constructed index or table of values is searched for a desired item or items of information), and the use of the term in the specification is consistent with this meaning in the art. Note also that dependent claims 5, 13, 31, 46, 59 and 72 (grouped separately) recite that the lookup uses an index. Using an index is also consistent with this well-established meaning of looking up in the art. Thus, the Examiner's interpretation of "lookup" or "looking up" is inconsistent with both (1) the interpretation that one of ordinary skill in the art would have used and (2) the specification, and is therefore improper. (See XP32 2:11.)

**Group II: Claims 27, 68 and 81-84**

First, claims 27, 68 and 81-83 are not anticipated by the Paine publication for at least the reasons discussed above with reference to the claims of Group I.

Next, independent claims 27, 68 and 84 are not anticipated by the Paine publication because the Paine publication does not teach accepting and information and determining a category using the accepted and information. In rejecting claims 27, 68 and 84, the Examiner contends

lines 1-3 of the Abstract of the Paine publication teach the aforementioned feature. (See Paper No. 20100527, page 3.) However, the cited portion of the Paine publication merely provides:

In a pay-for-placement search system, the system makes **search term recommendations** to advertisers managing their accounts in one or more of two ways. A first technique involves **looking for good search terms directly on an advertiser's web site**. A second technique involves comparing an advertiser to other, similar advertisers and recommending the search terms the other advertisers have chosen. [Emphasis added.]

(lines 1-3 of the Abstract of the Paine publication)  
Making search term recommendations to advertisers does not teach the combination of (A) accepting ad information and (B) **determining a category using the accepted ad information**. As discussed above, the claimed "categories" cannot be properly characterized as "keywords" or "search terms."

Thus, claims 27, 68 and 84 are not anticipated by the Paine publication for at least this additional reason. Since claim 63 depends from claim 27, and since claims 81 and 82 depend from claim 68, these claims are similarly not anticipated by the Paine publication.

**Group III: Claims 86 and 87**

First, since claims 86 and 87 depend from claims 1, they are not anticipated by the Paine publication for at

least the reasons discussed above with reference to the claims of Group I.

Second, claims 86 and 87 recite a relationship between categories and keywords (or serving constraints) which would enable a lookup such as that discussed above with reference to the claims of Group I. Specifically, these claims recite that each of the one or more categories **is specifically associated with one or more keywords (or serving constraints)**. The use of collaborative filtering in the Paine publication to get terms (alleged to be keywords) used by other advertisers from existing terms (alleged to be categories) does not **specifically associate** the existing terms with the terms used by other advertisers. Therefore, claims 86 and 87 are not anticipated by the Paine publication for at least this additional reason.

Finally, the Examiner had argued that in the Paine publication, "if a program is able to get one set of terms from another set of terms, those two sets of terms have to be inherently 'associated'." (See Examiner's answer dated December 3, 2003, page 11.) This argument ignores the fact that these claims further recite that **the association is used to lookup keywords**. That is, in claims 86 and 87, the association exists before the keyword(s) are looked up and provided (and **must exist before** since the association is used by the lookup). By contrast, in the Examiner's application of the Paine publication, the association **exists only after** the other set of terms is generated by the program.

**Group IV: Claim 88**

First, since claim 33 depends from claims 27, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

Second, claim 38 recites a relationship between categories and keywords (or serving constraints) which would enable a lookup. Specifically, claim 38 claims recite that each of the one or more categories is *specifically associated with one or more keywords (or serving constraints)*. The use of collaborative filtering in the Paine publication to get terms (alleged to be keywords) used by other advertisers from existing terms (alleged to be categories) does not specifically associate the existing terms with the terms used by other advertisers. Therefore, claim 38 is not anticipated by the Paine publication for at least this additional reason.

Finally, the Examiner had argued that in the Paine publication, "if a program is able to get one set of terms from another set of terms, those two sets of terms have to be inherently 'associated'." (See Examiner's answer dated December 9, 2008, page 11.) This argument ignores the fact that these claims further recite that *the association is used to lookup keywords*. That is, in claim 38, the association exists before the keyword(s) are looked up and provided (and *must exist before* since the association is used by the lookup). By contrast, in the Examiner's application of the Paine publication, the association *exists only after* the other set of terms is generated by the program.

Group V: Claims 6, 19, 32, 47, 60 and 73

First, since each of these claims depends from a claim belonging to Group I, they are not anticipated by the Paine publication for at least the reasons discussed above with reference to the claims of Group I.

Further, these claims further recite performing qualification testing of the one or more keywords and determining if a keyword is qualified or unqualified for use as a targeting keyword of the advertisement, wherein each of the at least some of the keywords scored as one or more ad targeting keywords of the advertisement are qualified keywords. In rejecting claims 6, 19, 32, 47, 60 and 73, the Examiner contends that paragraphs [0115] and [0116] of the Paine publication teach performing qualification testing of one or more keywords to determine if a keyword is qualified or unqualified for use as an ad targeting keyword, and providing qualified keywords as ad targeting keywords. (See Paper No. 20100527, page 3.) The appellant respectfully disagrees.

The cited portion of the Paine publication describes "filter[ing] out bad terms" produced by the Spidering technique. (paragraph [0115] of the Paine publication) The filtering is based on the "frequency with which a term appears in documents on the World Wide Web, and the frequency with which users search for it." (paragraph [0115] of the Paine publication) Meanwhile, the specification of the present application provides an example of such **qualification testing**, stating:

Figure 3 is a flow diagram of an exemplary method 800 that may be used to try keywords for qualification as targeting keywords in a manner

consistent with the present invention. A keyword (or more than one keyword) is accepted. (Block 813). The trial operations may use one or more keywords as targeting keywords in the serving of an ad (or even a group of ads) (Block 820) and the performance of such ads may be tracked (Block 830). In one embodiment of the present invention, the serving of the ads using trial targeting keyword (s) may be limited to ad spots (inventory) that otherwise would be unused. After a certain amount of time and/or after a certain number of such ad serves, various branches of the method 800 may be performed responsive to various different performance levels. If a keyword performs well (e.g., in general, or for a particular category), it may be marked as a keyword to be suggested, and/or as a qualified keyword (e.g., in general, or for the particular category) (Block 850) before the method 800 is left (Node 870). In fact, generic creatives (for example, creative templates with certain advertiser information inserted) with qualified targeting keywords could be subject to expedited approvals. If, on the other hand, a keyword does not perform well (e.g., in general, or for a particular category), it may be disqualified and marked as unusable (e.g., in general, or for the particular category) (Block 860) before the method 800 is left (Node 870). In this way, advertisers can avoid the frustration of targeting their ads using poorly performing keywords. Although not shown, keywords can be assigned various different status levels associated with various different levels of performance. In one embodiment, performance for one or more keywords may be considered to be good if ads served pursuant to using

*the keyword(s) as targeting keywords perform (e.g., have a click-through rate) comparable to what salespeople and/or customers already think are the best keywords (e.g., the keywords that they are already using). [Emphasis added.]*

(Page 22, line 25 through page 23, line 20 of the present application.) As this example demonstrates, the Examiner's interpretation of "qualification testing" based on the "frequency with which a term appears in documents on the World Wide Web, and the frequency with which users search for it" is inconsistent with how one skilled in the art would interpret this term, in light of the specification.

Thus, claims 6, 19, 32, 47, 50 and 73 are not anticipated by the Paine publication for at least this additional reason.

**Group VI: Claims 7-10, 20-23, 33-36, 48-51, 61-64 and 74-77**

First, since each of these claims depends from a claim belonging to Group V, they are not anticipated by the Paine publication for at least the reasons discussed above with reference to the claims of Group V (and therefore of Group II).

Further, these claims recite that the act of performing qualification testing of the keyword tracks a performance of a set of one or more advertisements served using the keyword as an ad targeting keyword. In rejecting claims 7-10, 20-23, 33-36, 48-51, 61-64 and 74-77, the Examiner simply alleges that the performance of ads served using targeting keywords is tracked, citing



Paragraphs [0037] and [0038] of the Paine publication. (See Paper No. 20100527, page 3.) However, merely cracking performance does not teach using such performance for purposes of performing qualification testing of keywords. Accordingly, these claims are not anticipated by the Paine publication for at least this additional reason.

**Group VII: Claims 30 and 71**

First, since claims 30 and 71 depend from claims 27 and 56, these claims are not anticipated by the Paine publication for at least the reasons discussed above with reference to Group II.

Next, these claims further recite that the advertisement includes ad creative information for rendering the advertisement and an address of a landing webpage linked from the advertisement, and that the act of determining at least one category uses information from the landing webpage. In rejecting dependent claims 30 and 71, the Examiner considered an advertiser website as discussed in the Paine publication to contain ad creative information. (See Paper No. 20100527, page 3.) Although an advertiser website might be linked to an ad, claims 30 and 71 recite that the ad includes ad creative information for rendering the ad and an address of a landing webpage linked from the ad. This distinguishes the ad (and ad creative information) from an advertiser website (which may be linked from the ad). Accordingly, these claims are not anticipated by the Paine publication for at least this additional reason.

Rejections under 35 U.S.C. § 103

Claims 2, 11, 15, 24, 28, 29, 37, 43, 52, 56, 65, 69, 76 and 78 stand rejected under 35 U.S.C. § 103 as being unpatentable over the Paine publication. The appellant respectfully requests that the Board reverse this ground of rejection in view of the following.

**Group VIII: Claims 2, 15, 43 and 56**

In rejecting claims 2, 15, 43 and 56, the Examiner contends that the Paine publication uses a list of good words for an advertiser's Website and a list of negative keywords that have no relation to the advertiser's Website, and concludes that it would have been obvious to one skilled in the art to include negative keywords because doing so would allow more accuracy in relation to relevant keywords. (See Paper No. 20100527, page 4.)

First, claims 2, 15, 43 and 56 depend from claims 1, 14, 42 and 55, respectively. The purportedly well-known teachings do not compensate for the deficiencies of the Paine publication with respect to claims 1, 14, 42 and 55 (discussed above), regardless of the presence or absence of an obvious reason to modify the Paine publication in view of the purported well-known teachings. Therefore, these claims are not rendered obvious by the Paine publication for at least the reasons discussed with respect to the claims of Group I above.

Second, one skilled in the art would not have been motivated to modify the Paine publication as proposed by the Examiner. Specifically, in the Paine publication, the positive and negative scores assigned to keywords is

used in the context of collaborative filtering for determining whether a new advertiser is similar to an existing advertiser. This has nothing to do with the use of negative keywords for controlling the serving of ads.

Third, in addition to the fact that the Examiner provides no obvious reason in the art for the proposed modification, the appellant notes that the use of negative scores in the Paine publication is not relevant to negative keywords in the present claims.

Consequently, claims 2, 15, 43 and 56 are not rendered obvious by the Paine patent for at least these additional reasons.

**Group IX: Claims 28 and 69**

In rejecting claims 28 and 69, the Examiner contends that the Paine publication uses a list of good words for an advertiser's website and a list of negative keywords that have no relation to the advertiser's website, and concludes that it would have been obvious to one skilled in the art to include negative keywords because doing so would allow more accuracy in relation to relevant keywords. (See Paper No. 20100527, page 4.)

First, claims 28 and 69 directly or indirectly depend from claims 27 and 68, respectively. The purportedly well-known teachings do not compensate for the deficiencies of the Paine publication with respect to claims 28 and 69 (discussed above), regardless of the presence or absence of an obvious reason to modify the Paine publication in view of the purported well-known teachings. Therefore, these claims are not rendered

obvious by the Paine publication for at least the reasons discussed with respect to the claims of Group II above.

Second, one skilled in the art would not have been motivated to modify the Paine publication as proposed by the Examiner. Specifically, in the Paine publication, the positive and negative scores assigned to keywords is used in the context of collaborative filtering for determining whether a new advertiser is similar to an existing advertiser. This has nothing to do with the use of negative keywords for controlling the serving of ads.

Third, in addition to the fact that the Examiner provides no obvious reason in the art for the proposed modification, the appellant notes that the use of **negative scores** in the Paine publication is not relevant to **negative keywords** in the present claims.

Consequently, claims 23 and 59 are not rendered obvious by the Paine patent for at least these additional reasons.

**Group X: Claims 11, 24, 52 and 65**

Regarding claims 11, 24, 52 and 65, the Examiner concedes that the Paine publication does not discuss the type of ad space that will be used for the ad on a search site. To compensate for this admitted deficiency of the Paine publication, the Examiner states:

common sense dictates that when a new advertisement is added to a search page, it should be added to an ad spot that would otherwise be unused, or the 2 advertisements would overlap and some data would be obstructed from view.

(Paper No. 20100527, page 5.) The appellant respectfully disagrees.

First, claims 11, 24, 52 and 65 indirectly depend from claims 1, 14, 42 and 55, respectively. The purportedly well-known teachings do not compensate for the deficiencies of the Faine publication with respect to claims 1, 14, 42 and 55 (discussed above); regardless of the presence or absence of an obvious reason to modify the Faine publication in view of the purported well-known teachings. Therefore, these claims are not rendered obvious by the Faine publication for at least the reasons discussed with respect to the claims of Group I.

Second, claims 11, 24, 52 and 65 concern qualification testing of keyword (or serving constraint) recommendations. (See, e.g., Figure 8 of the present application.) As stated, "[i]n one embodiment of the present invention, the serving of the ads using trial targeting keyword (s) may be limited to ad spots (inventory) that otherwise would be unused." (Page 22, line 36 through page 23, line 1) In this way, testing of keyword recommendations has a minimal impact on the system. For example, ads being served with keywords being tested would not displace ads that would otherwise be served in embodiments consistent with claims 11, 24, 52 and 65.

As used in the art, the term "ad spot" means a portion of a document, such as a Web page, available to show ads -- it does not mean any spot on a document. As described in the specification:

Suppose that the Web page has ten (10) ad spots and ten (10) ads are

served. In this case, there are no unused ad spots, and the information 56f need not be updated. If, however, the Web page has ten (10) ad spots and only three (3) ads are served, there are seven (7) unused ad spots.

(Page 20, lines 4-8 of the present application)

In rejecting claims 11, 24, 52 and 65, the Examiner states that common sense dictates *when a new advertisement is added to a search page, it should be added to an ad spot that would otherwise be unused, otherwise the two ads would overlap.* (Paper No. 20100527, page 5.) However, often times there are a

great number of eligible ads competing to be placed on an ad spot. If an ad (ad A) is served, it is very often the case that another ad (ad B) loses out to ad A, and ad B would otherwise have been served if not for ad A.

(Indeed, this is the reason why advertisers submit bids for ad spots. If the ad spots were necessarily otherwise unused, advertiser could bid nothing or a nominal amount and be guaranteed to be served.) Thus, claims 11, 24, 52 and 65 describe an embodiment where the serving of the ads using trial targeting keyword(s) (i.e., qualification testing) may be limited to ad spots (inventory) that otherwise would be unused as described on Page 20, lines 4-8 of the present application above.

Thus, claims 11, 24, 52 and 65 are not rendered obvious by the 22ine publication for at least this additional reason.

**Group XI: Claims 37 and 78**

Regarding claims 37 and 78, the Examiner concedes that the Paine publication does not discuss the type of ad space that will be used for the ad or a search site. It compensates for this admitted deficiency of the Paine publication, the Examiner states:

Common sense dictates that when a new advertisement is added to a search page, it should be added to an ad spot that would otherwise be unused, or the 2 advertisements would overlap and some data would be obstructed from view.

(Paper No. 20100527, page 5.) The appellant respectfully disagrees.

First, claims 37 and 78 indirectly depend from claims 27 and 68, respectively. The purportedly well-known teachings do not compensate for the deficiencies of the Paine publication with respect to claims 27 and 68 (discussed above), regardless of the presence or absence of an obvious reason to modify the Paine publication in view of the purported well-known teachings. Therefore, these claims are not rendered obvious by the Paine publication for at least the reasons discussed with respect to the claims of Group II.

Second, claims 37 and 78 concern qualification testing of keyword (or serving constraint) recommendations. (See, e.g., Figure 8 of the present application.) As stated, "[i]n one embodiment of the present invention, the serving of the ads using trial targeting keyword (s) may be limited to ad spots (inventory) that otherwise would be unused." (Page 22, line 33 through page 23, line 1.) In this way, testing of

keyword recommendations has a minimal impact on the system. For example, ads being served with keywords being tested would not displace ads that would otherwise be served in embodiments consistent with claims 37 and 73.

As used in the art, the term "ad spot" means a portion of a document, such as a web page, available to show ads -- it does not mean any spot on a document. As described in the specification:

Suppose that the web page has ten (10) ad spots and ten (10) ads are served. In this case, there are no unused ad spots, and the information 56C need not be updated. If, however, the web page has ten (10) ad spots and only three (3) ads are served, there are seven (7) unused ad spots.

(Page 20, lines 4-8 of the present application;

In rejecting claims 37 and 73, the Examiner states that common sense dictates when a new advertisement is added to a search page, it should be added to an ad spot that would otherwise be unused, otherwise the two ads would overlap. (Paper No. 20100527, page 3.) However, often times there are a great number of eligible ads competing to be placed on an ad spot. If an ad (ad A) is served, it is very often the case that another ad (ad B) losses out to ad A, and ad B would otherwise have been served if not for ad A. (Indeed, this is the reason why advertisers submit bids for ad spots. If the ad spots were necessarily otherwise unused, advertiser could bid nothing or a nominal amount and be guaranteed to be



served.) Thus, claims 37 and 38 describe an embodiment where the serving of the ads using trial targeting keyword(s) (i.e., qualification testing) may be limited to ad spots (inventory) that otherwise would be unused as described on Page 20, lines 4-8 of the present application above.

Thus, claims 37 and 38 are not rendered obvious by the Paine publication for at least this additional reason.

**Group XII: Claims 5, 16, 46 and 59**

Claims 5, 16, 46 and 59 stand rejected under 35 U.S.C. § 103 as being unpatentable over the Paine publication in view of the Bourdoncle publication. The appellant respectfully requests that the Board reverse this ground of rejection in view of the following.

Claims 5, 16, 46 and 59 depend from claims 1, 14, 42 and 55, respectively. The purported teachings of the Bourdoncle publication do not compensate for the deficiencies of the Paine publication with respect to claims 1, 14, 42 and 55 (discussed above), regardless of the presence or absence of an obvious reason to modify the Paine publication in view of the purported teachings of the Bourdoncle publication. Therefore, these claims are not rendered obvious by the Paine and Bourdoncle publications for at least the reasons discussed with respect to the claims of Group I above.

**Group XIII: Claims 31 and 72**

Claims 31 and 72 stand rejected under 35 U.S.C. § 103 as being unpatentable over the Paine publication in view of the Bourdoncle publication. The appellant respectfully requests that the Board reverse this ground of rejection in view of the following.

Claims 31 and 72 directly or indirectly depend from claims 27 and 68, respectively. The purported teachings of the Bourdoncle publication do not compensate for the deficiencies of the Paine publication with respect to claims 27 and 68 (discussed above), regardless of the presence or absence of an obvious reason to modify the Paine publication in view of the purported teachings of the Bourdoncle publication. Therefore, these claims are not rendered obvious by the Paine and Bourdoncle publications for at least the reasons discussed with respect to the claims of Group II above.

**Group XIV: Claims 12, 13, 25, 26, 53, 54, 66 and 67**

Claims 12, 13, 25, 26, 53, 54, 66 and 67 stand rejected under 35 U.S.C. § 103 as being unpatentable over the Paine publication in view of the Giacalone publication. The appellant respectfully requests that the Board reverse this ground of rejection in view of the following.

First, claims 12 and 13 depend from claim 1, claims 25 and 26 depend from claim 14, claims 53 and 54 depend from claim 42 and claims 66 and 67 depend from claim 55. The purported teachings of the Giacalone publication do not compensate for the deficiencies of the Paine publication with respect to claims 1, 14, 42 and 55 (discussed above with respect to Group I), regardless of

the presence or absence of an obvious reason to modify the Faine publication in view of the purported teachings of the Giacalone publication. Therefore, these claims are not rendered obvious by the Faine and Giacalone publications for at least the reasons discussed with respect to the claims of Group I above.

Second, by ordering keywords based on number of unused ad spots associated with the keywords embodiments consistent with these claims provide advantages not even contemplated by the Faine publication. For example, "keywords that, if used as targeting keywords, would fill many otherwise unused ad spots may be preferred over those that would fill few otherwise unused ad spots." (Page 29, lines 28-30 of the present application) "In this way, keywords that, if used as targeting keywords, would fill more ad spots may be considered first." (Page 21, lines 27 and 28 of the present application)

The Examiner concedes that the Faine publication does not teach ordering ads based on an amount left in unused inventory. (See Paper No. 20100527, page 6.) To compensate for this admitted deficiency, the Examiner contends that paragraph [0021] of the Giacalone publication "teaches] a system and method in which advertisements for clothing that have the highest inventory are shown more...." (Paper No. 20100527, page 5) Specifically, the Giacalone publication provides:

Sense of the information displayed on the system can depend on information present in corporate databases. The corporate data gateway (16) is used to access this external information. For example, if we want to key the advertisements of clothing so that the

*ones with the highest inventory are shown more, the corporate database can be queried to find out the relative inventory levels. If it is found that the inventory level is high for an item, the frequency of ads for that item can be increased, and thus provide for more sales of the merchandise. This type of application requires the corporate data gateway. Internally, the gateway contains a corporate data extractor that can query information on corporate databases via the corporate data network (24). It then takes this information and changes it into secured information that the Server (6) can use via the network interface (42).*  
[Emphasis added.]

(paragraph 10027) of the Giacalone publication) As can be appreciated from the foregoing, in the Giacalone publication, if it is found that the inventory level is high for an item (after specifically querying a corporate database for this information), the frequency of ads for that item can be increased. Thus, in the Giacalone publication, advertisements can be scheduled to appear more frequently if it is found that the inventory level **for the item being advertised** is high. However, scheduling an advertisement to appear more frequently after specifically querying the database to determine the inventory of the product being advertised, does not teach storing one or more keywords in an order determined using **unused inventory information about available ad spots** that otherwise would be unused by any ads.

Thus, claims 12, 13, 25, 26, 53, 54, 55 and 67 are not rendered obvious by the Falne and Giacalone publications for at least this additional reason.

**Group XV: Claims 38, 39, 79 and 80**

Claims 38, 39, 79 and 80, stand rejected under 35 U.S.C. § 103 as being unpatentable over the Paine publication in view of the Giacalone publication. The appellant respectfully requests that the Board reverse this ground of rejection in view of the following.

First, claims 38 and 39 indirectly depend from claim 27 and claims 79 and 80 depend from claim 68. The purported teachings of the Giacalone publication do not compensate for the deficiencies of the Paine publication with respect to claims 27 and 68 (discussed above with respect to Group II), regardless of the presence or absence of an obvious reason to modify the Paine publication in view of the purported teachings of the Giacalone publication. Therefore, these claims are not rendered obvious by the Paine and Giacalone publications for at least the reasons discussed with respect to the claims of Group II above.

Second, by ordering keywords based on number of unused ad spots associated with the keywords embeddings consistent with these claims provide advantages not even contemplated by the Paine publication. For example, "keywords that, if used as targeting keywords, would fill many otherwise unused ad spots may be preferred over those that would fill few otherwise unused ad spots." (Page 13, lines 23-30 of the present application) "In this way, keywords that, if used as targeting keywords, would fill more ad spots may be considered first." (Page 21, lines 27 and 28 of the present application)

The Examiner concedes that the Paine publication does not teach ordering ads based on an amount left in unused inventory. (See Paper No. 20100527, page 6.) To compensate for this admitted deficiency, the Examiner contends that paragraph [0027] of the Giacalone publication "teaches] a system and method in which advertisements for clothing that have the highest inventory are shown more..." (Paper No. 20100527, page 6) Specifically, the Giacalone publication provides:

Some of the information displayed on the system can depend on information present in corporate databases. The corporate data gateway [16] is used to access this external information. For example, if we want to key the advertisements of clothing so that the ones with the highest inventory are shown more, the corporate database can be queried to find out the relative inventory levels. If it is found that the inventory level is high for an item, the frequency of ads for that item can be increased, and thus provide for more sales of the merchandise. This type of application requires the corporate data gateway. Internally, the gateway contains a corporate data extractor that can query information on corporate databases via the corporate data network (24). It then takes this information and changes it into secured information that the Server (3) can use via the network interface (42).  
[Emphasis added.]

(paragraph [0027] of the Giacalone publication) as can be appreciated from the foregoing, Dr. the Giacalone publication, if it is found that the inventory level is high for an item (after specifically querying a corporate

database for this information), the frequency of ads for that item can be increased. Thus, in the Giacalone publication, advertisers can be scheduled to appear more frequently if it is found that the inventory level *for the item being advertised* is high. However, scheduling an advertisement to appear more frequently after specifically querying the database to determine the inventory of the product being advertised, does not teach storing one or more keywords in an order determined using *unused inventory information about available ad spots* that otherwise would be unused by any ads.

Thus, claims 38, 39, 79 and 80 are not rendered obvious by the Paine and Giacalone publications for at least this additional reason.

VIII. Claims appendix

An appendix containing a copy of the claims on  
appeal is filed herewith.

-38-



**IX. Evidence appendix**

There is no evidence submitted pursuant to 37 C.F.R.  
§§ 1.130, 1.131, or 1.132, nor is there any other  
evidence entered by the Examiner and relied upon by the  
appellant in the appeal.

**I. Related proceedings appendix**

There are no decisions rendered by a court or the Board in any proceeding identified in section II above pursuant to 37 C.F.R. § 41.38 (c) (i) (ii).

## II. Conclusion

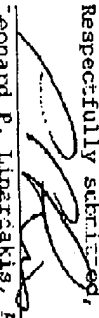
In view of the foregoing, the appellant respectfully submits that the pending claims are in condition for allowance. Accordingly, the appellant requests that the Board reverse each of the outstanding grounds of rejection.

Any arguments made in this Appeal Brief pertain only to the specific aspects of the invention claimed. Any arguments are made *without prejudice* to, or *disclaimer* of, the appellant's right to seek patent protection of any unclaimed (e.g., narrower, broader, different) subject matter, such as by way of a continuation or divisional patent application for example.

Since the appellant's remarks, amendments, and/or filings with respect to the Examiner's objections and/or rejections are sufficient to overcome these objections and/or rejections, the appellant's silence as to assertions by the Examiner in the Office Action and/or to certain facts or conclusions that may be implied by objections and/or rejections in the Office Action (such as, for example, whether a reference constitutes prior art, whether references have been properly combined or modified, whether dependent claims are separately patentable, etc.) is not a concession by the appellant that such assertions and/or implications are accurate, and that all requirements for an objection and/or a rejection have been met. Thus, the appellant reserves the right to analyze and dispute any such assertions and implications in the future.

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January 10, 2011

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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

Leonard P. Linardakis

Type or Print name of person signing certification

Signature

  
January 10, 2011  
Date

CLAUDE APPENDIX PENDING TO  
37 C.F.R. § 41.37 (c) (1) (vii)

1 Claim 1: A computer-implemented method for determining one  
2 or more ad targeting keywords, the computer-implemented  
3 method comprising:

4 a) accepting, with a computer system including a  
5 plurality of networked computers, a category;

6 b) looking up, with the computer system, one or more  
7 keywords using the accepted category and a previously  
8 stored association of a plurality of categories and  
9 keywords;

10 c) storing, with the computer system, at least some  
11 of the one or more keywords as one or more ad  
12 targeting keywords of an advertisement; and

13 d) controlling, with the computer system, a serving  
14 of the advertisement using the stored one or more ad  
15 targeting keywords, wherein when the advertisement is  
16 served with the computer system, presentation of the  
17 advertisement to a user is induced.

1 Claim 2: The computer-implemented method of claim 1

2 wherein at least one of the one or more ad targeting

3 keywords is a negative keyword for the advertisement, which

4 negative keyword is used to make the advertisement

5 ineligible to be served for requests including the negative  
6 keyword.

1 Claim 5: The computer-implemented method of claim 1

2 wherein the act of looking up one or more keywords uses a  
3 stored index in which each of the plurality of categories

4 is provided as a lookup key to one or more keywords  
5 associated with each category.

1 Claim 6: The computer-implemented method of claim 1  
2 further comprising:  
3 - performing, with the computer system, qualification  
4 testing of the one or more keywords; and  
5 - determining, with the computer system, if a keyword  
6 is qualified or unqualified for use as a targeting  
7 keyword of the advertisement,  
8 wherein each of the at least some of the keywords  
9 stored as one or more ad targeting keywords of the  
10 advertisement are qualified keywords.

1 Claim 7: The computer-implemented method of claim 6  
2 wherein the act of performing qualification testing of the  
3 keyword tracks a performance of a set of one or more  
4 advertisements served using the keyword as an ad targeting  
5 keyword, wherein the set of one or more advertisements  
6 includes the advertisement.

1 Claim 8: The computer-implemented method of claim 7  
2 wherein the performance of the set of one or more  
3 advertisements is tracked in general, across all  
4 categories.

1 Claim 9: The computer-implemented method of claim 7  
2 wherein the performance of the set of one or more  
3 advertisements is tracked across one or more specific  
4 categories.

1 Claim 10: The computer-implemented method of claim 9  
2 wherein the one or more specific categories include the  
3 category accepted.

1 Claim 11: The computer-implemented method of claim 7  
2 wherein the set of one or more advertisements served using  
3 the keyword as an ad targeting keyword during the act of  
4 performing qualification testing of the keywords, are only  
5 served on available ad spots that otherwise would be unused  
6 by any ads.

1 Claim 12: The computer-implemented method of claim 1  
2 wherein the act of storing at least some of the keywords as  
3 one or more ad targeting keywords of the advertiser  
4 stores the one or more keywords in an order determined  
5 using unused inventory information about available ad spots  
6 that otherwise would be unused by any ads.

1 Claim 13: The computer-implemented method of claim 1  
2 wherein the act of storing at least some of the one or more  
3 keywords as one or more ad targeting keywords of an  
4 advertisement stores the one or more keywords in an order  
5 determined using unused inventory information such that a  
6 keyword corresponding to a larger number of ad spots that  
7 otherwise would be unused by other ads is provided before  
8 another keyword corresponding to a smaller number of ad  
9 spots that otherwise would be unused by other ads.

1 Claim 14: A computer-implemented method for determining  
2 one or more ad targeting keywords, the computer-implemented  
3 method comprising:

4 a) accepting, with a computer system including a  
5 plurality of networked computers, a category;  
6 b) looking up, with the computer system, one or more  
7 keywords using the accepted category and a previously  
8 stored association of a plurality of categories and  
9 keywords;  
10 c) transmitting, with the computer system, the one or  
11 more keywords as suggested targeting keywords to  
12 induce presentation of the one or more keywords to an  
13 advertiser;  
14 d) receiving, with the computer system, advertiser  
15 input in response to the suggested targeting keywords;  
16 and  
17 e) determining whether or not to store at least some  
18 of the one or more keywords as targeting keywords for  
19 an advertisement of the advertiser using the received  
20 advertiser input.

1 Claim 15: The computer-implemented method of claim 14  
2 wherein at least one of the one or more ad targeting  
3 keywords is a negative keyword for the advertisement, which  
4 negative keyword is used to make the advertisement  
5 ineligible to be served for requests including the negative  
6 keyword.

1 Claim 18: The computer-implemented method of claim 14  
2 wherein the act of looking up keywords uses a stored index  
3 in which each of the plurality of categories is provided as  
4 a lookup key to one or more keywords associated with each  
5 category.



1 Claim 15: The computer-implemented method of claim 14  
2 further comprising:  
3 - performing, with the computer system, qualification  
4 testing of the keywords; and  
5 - determining, with the computer system, if a keyword  
6 is qualified or unqualified for use as a targeting  
7 keyword of the advertisement;  
8 wherein each of the at least some of the keywords  
9 transmitted to the advertiser is a qualified keyword.

1 Claim 20: The computer-implemented method of claim 15  
2 wherein the act of performing qualification testing of the  
3 keyword tracks a performance of a set of one or more  
4 advertisements served using the keyword as an ad targeting  
5 keyword, wherein the set of one or more advertisements  
6 includes the advertisement.

1 Claim 21: The computer-implemented method of claim 20  
2 wherein the performance of the set of one or more  
3 advertisements is tracked in general, across all  
4 categories.

1 Claim 22: The computer-implemented method of claim 21  
2 wherein the one or more specific categories include the  
3 category accepted.

1 Claim 23: The computer-implemented method of claim 20  
2 wherein the performance of the set of one or more  
3 advertisements is tracked across one or more specific  
4 categories.

1 Claim 24: The computer-implemented method of claim 20  
2 wherein the set of one or more advertisements served using  
3 the keyword as an ad targeting keyword during the act of  
4 performing qualification testing of the keywords, are only  
5 served on available ad spots that otherwise would be unused  
6 by any ads.

1 Claim 25: The computer-implemented method of claim 14  
2 wherein the act of transmitting the one or more keywords as  
3 suggested targeting keywords to induce a presentation of  
4 the one or more keywords to an advertiser does so such that  
5 the one or more keywords are presented to the advertiser in  
6 an order determined using unused inventory information  
7 about available ad spots that otherwise would be unused by  
8 any ads.

1 Claim 26: The computer-implemented method of claim 14  
2 wherein the act of transmitting the one or more keywords as  
3 suggested targeting keywords to induce a presentation of  
4 the one or more keywords to an advertiser does so such that  
5 the one or more keywords are presented to the advertiser in  
6 an order determined using unused inventory information such  
7 that a keyword corresponding to a larger number of ad spots  
8 that otherwise would be unused by other ads is provided  
9 before another keyword corresponding to a smaller number of  
10 ad spots that otherwise would be unused by other ads.

1 Claim 27: A computer-implemented method for generating one  
2 or more serving constraints for targeting an ad, the  
3 computer-implemented method comprising:  
4 a) accepting, with a computer system including a  
5 plurality of networked computers, ad information;

6 b) determining, with the computer system, a category  
7 using the accepted ad information;  
8 c) looking up, with the computer system, one or more  
9 keywords using the accepted category and a previously  
10 stored association of a plurality of categories and  
11 keywords;  
12 c) storing, with the computer system, at least some  
13 of the one or more keywords as one or more ad  
14 targeting keywords of an advertisement; and  
15 e) controlling, with the computer system, a serving  
16 of the advertisement using the stored one or more ad  
17 targeting keywords, wherein when the advertisement is  
18 served with the computer system, presentation of the  
19 advertisement to a user is induced.

1 Claim 28: The computer-implemented method of claim 23  
2 wherein at least one of the one or more ad targeting  
3 keywords is a negative keyword for the advertisement, which  
4 negative keyword is used to make the advertisement  
5 ineligible to be served for requests including the negative  
6 keyword.

1 Claim 29: The computer-implemented method of claim 27  
2 wherein the advertisement includes ad creative information  
3 for rendering the advertisement and an address of a landing  
4 webpage linked from the advertisement, and  
5 wherein the act of determining a category uses the  
6 creative information of the advertisement.

1 Claim 30: The computer-implemented method of claim 27  
2 wherein the advertisement includes ad creative information

3 for rendering the advertisement and an address of a landing  
4 webpage linked from the advertisement, and  
5 wherein the act of determining at least one category  
6 uses information from the landing webpage.

1 Claim 31: The computer-implemented method of claim 83  
2 wherein the act of looking up one or more keywords uses a  
3 stored index in which each of the plurality of categories  
4 is provided as a lookup key to one or more keywords  
5 associated with each category.

1 Claim 32: The computer-implemented method of claim 83  
2 further comprising:  
3 - performing, with the computer system, qualification  
4 testing of the keywords; and  
5 - determining, with the computer system, if a keyword  
6 is qualified or unqualified for use as an ad targeting  
7 keyword of the advertisement,  
8 wherein each of the at least some of the keywords  
9 stored as one or more ad targeting keywords of the  
10 advertisement is a qualified keyword.

1 Claim 33: The computer-implemented method of claim 33  
2 wherein the act of performing qualification testing of the  
3 keyword tracks a performance of a set of one or more  
4 advertisements served using the keyword as an ad targeting  
5 keyword, wherein the set of one or more advertisements  
6 includes the advertisement.

1 Claim 34: The computer-implemented method of claim 27  
2 wherein the performance of the set of one or more

3 advertisements is tracked in general, across all  
4 categories.

1 Claim 35: The computer-implemented method of claim 27  
2 wherein the performance of the set of one or more  
3 advertisements is tracked across one or more specific  
4 categories.

1 Claim 36: The computer-implemented method of claim 27  
2 wherein the one or more specific categories include the  
3 category accepted.

1 Claim 37: The computer-implemented method of claim 33  
2 wherein the set of one or more advertisements served using  
3 the keyword as an ad targeting keyword during the act of  
4 performing qualification testing of the keywords, are only  
5 served on available ad spots that otherwise would be unused  
6 by any ads.

1 Claim 38: The computer-implemented method of claim 33  
2 wherein the act of storing at least some of the keywords as  
3 one or more ad targeting keywords of the advertisement  
4 stores the one or more keywords in an order determined  
5 using unused inventory information about available ad spots  
6 that otherwise would be unused by any ads.

1 Claim 39: The computer-implemented method of claim 33  
2 wherein the act of storing at least some of the one or more  
3 keywords as one or more ad targeting keywords of an  
4 advertisement stores the one or more keywords in an order  
5 determined using unused inventory information such that a  
6 keyword corresponding to a larger number of ad spots that

7 otherwise would be unused by other ads is provided before  
8 another keyword corresponding to a smaller number of ad  
9 spots that otherwise would be unused by other ads.

1 Claim 42: Apparatus for determining one or more ad  
2 targeting keywords, the apparatus comprising:

3 a) an input for accepting a category;

4 b) a plurality of networked processors; and

5 c) at least one storage device storing executable  
6 instructions which, when executed by the plurality of  
7 networked processors, performs a method including

8 1) looking up one or more keywords using the  
9 accepted category and a previously stored

10 association of a plurality of categories and  
11 keywords,

12 2) storing at least some of the keywords as one  
13 or more ad targeting keywords of an

14 advertisement, and

15 3) controlling a serving of the advertisement  
16 using the stored one or more ad targeting

17 keywords, wherein when the advertisement is  
18 served, presentation of the advertisement to a

19 user is induced.

1 Claim 43: The apparatus of claim 42 wherein at least one  
2 of the one or more ad targeting keywords is a negative  
3 keyword for the advertisement, which negative keyword is  
4 used to make the advertisement ineligible to be served for  
5 requests including the negative keyword.

1 Claim 46: The apparatus of claim 42 wherein the act of  
2 looking up one or more keywords uses a stored index in

3 which each of the plurality of categories is provided as a  
4 lookup key to one or more keywords associated with each  
5 category.

1 Claim 47: The apparatus of claim 42 wherein the method  
2 further includes  
3 - performing qualification testing of the one or more  
4 keywords; and  
5 - determining if a keyword is qualified or  
6 unqualified for use as an ad targeting keyword of the  
7 advertisement,  
8 wherein each of the at least some of the keywords  
9 stored as one or more ad targeting keywords of the  
10 advertisement are qualified keywords.

1 Claim 48: The apparatus of claim 47 wherein the act of  
2 performing qualification testing of the keywords tracks a  
3 performance of the set of one or more advertisements served  
4 using the keyword as an ad targeting keyword, wherein the  
5 set of one or more advertisements includes the  
6 advertisement.

1 Claim 49: The apparatus of claim 48 wherein the  
2 performance of the set of one or more advertisements is  
3 tracked in general, across all categories.

1 Claim 50: The apparatus of claim 48 wherein the  
2 performance of the set of one or more advertisements is  
3 tracked across one or more specific categories.

1 Claim 51: The apparatus of claim 50 wherein the one or  
2 more specific categories include the category accepted.

1 Claim 53: The apparatus of claim 43 wherein the set of one  
2 or more advertisements served using the keyword as an ad  
3 targeting keyword by the act of performing qualification  
4 testing of the keywords, is only served on available ad  
5 spots that otherwise would be unused by any ads.

1 Claim 53: The apparatus of claim 42 wherein the act of  
2 storing at least some of the keywords as one or more ad  
3 targeting keywords of the advertisement stores the one or  
4 more keywords in an order determined using unused inventory  
5 information about available ad spots that otherwise would  
6 be unused by any ads.

1 Claim 54: The apparatus of claim 42 wherein the act of  
2 storing at least some of the keywords as one or more ad  
3 targeting keywords of the advertisement stores the one or  
4 more keywords in an order determined using unused inventory  
5 information such that a keyword corresponding to a larger  
6 number of ad spots that otherwise would be unused by other  
7 ads is provided before another keyword corresponding to a  
8 smaller number of ad spots that otherwise would be unused  
9 by other ads.

1 Claim 55: Apparatus for determining one or more ad  
2 targeting keywords, the apparatus comprising:  
3 a) an input for accepting a category;  
4 b) a plurality of networked processors; and  
5 c) at least one storage device storing executable  
6 instructions which, when executed by the plurality of  
7 networked processors, performs a method including  
8 1) looking up one or more keywords using the  
9 accepted category and a previously stored



10 association of a plurality of categories and  
11 keywords,  
12 2) transmitting the one or more keywords as  
13 suggested targeting keywords to induce  
14 presentation of the one or more keywords to an  
15 advertiser,  
16 3) receiving advertiser input in response to the  
17 suggested targeting keywords, and  
18 4) determining whether or not to store at least  
19 some of the one or more keywords as targeting  
20 keywords for an advertisement of the advertiser  
21 using the received advertiser input.

1 Claim 36: The apparatus of claim 35 wherein at least one  
2 of the one or more ad targeting keywords is a negative  
3 keyword of the advertisement, which negative keyword is  
4 used to make the advertisement ineligible to be served for  
5 requests including the negative keyword.

1 Claim 39: The apparatus of claim 35 wherein the act of  
2 locking up keywords uses a stored index in which each of  
3 the plurality of categories is provided as a lookup key to  
4 one or more keywords associated with each category.

1 Claim 60: The apparatus of claim 35 wherein the method  
2 further includes  
3 - performing qualification testing of the keywords,  
4 and  
5 - determining if a keyword is qualified or  
6 unqualified for use as a targeting keyword of the  
7 advertisement,

8 wherein each of the at least some of the keywords  
9 transmitted to the advertiser is a qualified keyword.

1 Claim 61: The apparatus of claim 60 wherein the act of  
2 performing qualification testing of the keyword tracks a  
3 performance of a set of one or more advertisements served  
4 using the keyword as an ad targeting keyword, wherein the  
5 set of one or more advertisements includes the  
6 advertisement.

1 Claim 62: The apparatus of claim 61 wherein the  
2 performance of the set of one or more advertisements is  
3 tracked in general, across all categories.

1 Claim 63: The apparatus of claim 62 wherein the one or  
2 more specific categories include the category accepted.

1 Claim 64: The apparatus of claim 61 wherein the  
2 performance of the set of one or more advertisements is  
3 tracked across one or more specific categories.

1 Claim 65: The apparatus of claim 61 wherein the set of one  
2 or more advertisements served using the keyword as an ad  
3 targeting keyword by the act of performing qualification  
4 testing of the keywords, is only served on available ad  
5 spots that otherwise would be unused by any ads.

1 Claim 66: The apparatus of claim 55 wherein the act of  
2 transmitting the one or more keywords as suggested  
3 targeting keywords to induce presentation of the one or  
4 more keywords to an advertiser does so such that the one or  
5 more keywords are presented to the advertiser in an order

6 determined using unused inventory information about  
7 available ad spots that would otherwise be unused by any  
8 ads.

1 Claim 67: The apparatus of claim 55 wherein the act of  
2 transmitting the one or more keywords as suggested  
3 targeting keywords to induce presentation of the one or  
4 more keywords to an advertiser does so such that the one or  
5 more keywords are presented to the advertiser in an order  
6 determined using unused inventory information such that a  
7 keyword corresponding to a larger number of ad spots that  
8 otherwise would be unused by other ads is provided before  
9 another keyword corresponding to a smaller number of ad  
10 spots that otherwise would be unused by other ads.

1 Claim 68: Apparatus for generating one or more keywords as  
2 candidates for use as ad targeting keywords, the apparatus  
3 comprising:

- 4 a) an input for accepting ad information;
- 5 b) a plurality of networked processors; and
- 6 c) at least one storage device storing executable  
7 instructions which, when executed by the plurality of  
8 networked processors, performs a method including  
9 1) determining a category using the accepted ad  
10 information,  
11 2) looking up, with the computer system, one or  
12 more keywords using the accepted category and a  
13 previously stored association of a plurality of  
14 categories and keywords,  
15 3) storing, with the computer system, at least  
16 some of the one or more keywords as one or more  
17 ad targeting keywords of an advertisement, and

18 4) controlling, with the computer system, a  
19 serving of the advertisement using the stored one  
20 or more ad targeting keywords, wherein when the  
21 advertisement is served with the computer system,  
22 presentation of the advertisement to a user is  
23 induced.

1 Claim 65: The apparatus of claim 63 wherein at least one  
2 of the one or more ad targeting keywords is a negative  
3 keyword for the advertisement, which negative keyword is  
4 used to make the advertisement ineligible to be served for  
5 requests including the negative keyword.

1 Claim 70: The apparatus of claim 68 wherein the  
2 advertisement includes ad creative information for  
3 rendering the advertisement and an address of a landing  
4 webpage linked from the advertisement, and  
5 wherein the act of determining at least one category  
6 uses the creative information of the advertisement.

1 Claim 71: The apparatus of claim 68 wherein the  
2 advertisement includes ad creative information for  
3 rendering the advertisement and an address of a landing  
4 webpage linked from the advertisement, and  
5 wherein the act of determining at least one category  
6 uses information from a landing webpage.

1 Claim 72: The apparatus of claim 68 wherein the act of  
2 looking up one or more keywords uses a stored index in  
3 which each of the plurality of categories is provided as a  
4 lookup key to one or more keywords associated with each  
5 category.

1 Claim 73: The apparatus of claim 68 wherein the method  
2 further includes  
3 - performing qualification testing of the keywords,  
4 and  
5 - determining if a keyword is qualified or  
6 unqualified for use as an ad targeting keyword of the  
7 advertisement,  
8 wherein each of the at least some of the keywords  
9 stored as one or more ad targeting keywords of the  
10 advertisement is a qualified keyword.

1 Claim 74: The apparatus of claim 73 wherein the act of  
2 performing qualification testing of the keyword tracks a  
3 performance of a set of one or more advertisements served  
4 using the keyword as an ad targeting keyword, wherein the  
5 set of one or more advertisements includes the  
6 advertiser..

1 Claim 75: The apparatus of claim 74 wherein the  
2 performance of the set of one or more advertisements is  
3 tracked in general, across all categories.

1 Claim 76: The apparatus of claim 74 wherein the  
2 performance of the set of one or more advertisements is  
3 tracked across one or more specific categories.

1 Claim 77: The apparatus of claim 76 wherein the one or  
2 more specific categories include the category accepted.

1 Claim 78: The apparatus of claim 74 wherein the set of one  
2 or more advertisements served using the keyword as an ad  
3 targeting keyword during the act of performing

4 qualification testing of the keywords, is only served on  
5 available ad spots that otherwise would be unused by any  
6 ads.

1 Claim 79: The apparatus of claim 68 wherein the act of  
2 storing the keywords as candidate targeting keywords of the  
3 advertisement stores the determined one more keywords in an  
4 order determined using unused inventory information about  
5 available ad spots that would otherwise be unused by any  
6 ads.

1 Claim 80: The apparatus of claim 68 wherein the act of  
2 storing the keywords as candidate targeting keywords of the  
3 advertisement stores the keywords in an order determined  
4 using unused inventory information such that a keyword  
5 corresponding to a larger number of ad spots that otherwise  
6 would be unused by other ads is provided before another  
7 keyword corresponding to a smaller number of ad spots that  
8 otherwise would be unused by other ads.

1 Claim 81: The apparatus of claim 68 wherein the method  
2 further includes  
3 5) populating serving constraints of an ad with the  
4 candidate keywords.

1 Claim 82: The apparatus of claim 68 wherein the method  
2 further includes  
3 5) transmitting, with the computer system, the  
4 candidate keywords to induce presentation of the one  
5 or more keywords to an advertiser as ad targeting  
6 keyword suggestions,

7 6) receiving, with the computer system, advertiser  
8 input in response to the suggested targeting  
9 keywords, and  
10 7) determining, with the computer system, whether or  
11 not to store at least some of the candidate keywords  
12 as targeting keywords for an advertisement of the  
13 advertiser using the received advertiser input.

1 Claim 83: The computer-implemented method of claim 27  
2 wherein the one or more serving constraints are one or  
3 more ad targeting keywords.

4 Claim 84: A computer-implemented method comprising:

- 5 a) accepting, with a computer system including a  
6 plurality of networked computers, ad information;  
7 b) determining, with the computer system, one or  
8 more categories using the accepted ad information;  
9 c) transmitting, with the computer system, at least  
10 one of the one or more categories determined to  
11 induce presentation of the at least one of the one  
12 or more categories to an advertiser; and  
13 d) receiving, with the computer system, advertiser  
14 feedback with respect to the presented one or more  
15 categories,

16 wherein each of the one or more categories is  
17 specifically associated with one or more keywords in a  
18 data structure stored on the computer system.

1 Claim 85: The computer-implemented method of claim 1  
2 wherein the category is specifically associated with the  
3 keywords in a data structure stored on the computer system

4 and this specific association is used to lookup the  
5 keywords.

1 Claim 87: The computer-implemented method of claim 14  
2 wherein the category is specifically associated with the  
3 keywords in a data structure stored on the computer system  
4 and this specific association is used to lookup the  
5 keywords.

1 Claim 88: The computer-implemented method of claim 27  
2 wherein the category is specifically associated with the  
3 keywords in a data structure stored on the computer system  
4 and this specific association is used to lookup the  
5 keywords.



EVIDENCE APPENDIX PURSUANT TO  
37 C.F.R. § 41.37 (c) (1) (ix)

There is no evidence submitted pursuant to 37 C.F.R.  
§§ 1.130, 1.131, or 1.132, nor is there any other evidence  
entered by the Examiner and relied upon by the appellant in  
the appeal.

**RELATED PROCEEDINGS APPENDIX PURSUANT  
TO 37 C.F.R. § 41.37 (c) (1) (x)**

There are no decisions rendered by a court of the Board in any proceeding identified in section II of the Appeal Brief pursuant to 37 C.F.R. § 41.37 (c) (1) (11).